WHAT IS CLAIMED IS:

1. A pack comprising:

a flexible, soft shell wall structure having a flexible insulated layer, a bottom portion, a top portion, and a sidewall structure, wherein said sidewall structure has a leading portion, a trailing portion and left and right side portions, said leading, trailing and left and right side portions of said sidewall structure extending between said top and bottom portions, wherein said portions of said soft shell wall structure co-operate to define therewithin an insulated compartment, said sidewall structure leading, trailing and left and right side portions having upper margins, said upper margins co-operating to define an opening of said insulated compartment, wherein said top portion being a hingedly mounted lid, said lid being moveable to an open position to expose said opening of said insulated compartment, said sidewall structure also having a rim extending about said opening;

a liner mounted to said rim, said liner being positionable within said compartment and moveable to an inverted position to facilitate washing thereof;

a lifting member attached to said leading portion of said flexible soft shell wall structure;

said sidewall structure having a height, a depth, and a breadth, said height being greater than either of said depth and said breadth;

a secondary wall structure mounted to said trailing portion of said flexible soft shell wall structure to define an auxiliary compartment , said secondary wall structure having an auxiliary compartment closure member operable to give access to said auxiliary compartment, wherein said auxiliary compartment has a first receptacle mounted therein, a second receptacle mounted therein, and said auxiliary compartment closure member is securable in a closed position to conceal the contents of said first and second receptacles.

2. The pack according to claim 1, wherein said pack has a see-through pocket mounted to one of said side portions of said sidewall structure.

3. The pack according to claim 2, wherein said see-through pocket has an access lip having a leading portion and a trailing portion, said leading portion being more distant from said bottom portion of said pack than said trailing portion.

4. An insulated pack comprising:

a flexible, soft shell wall structure having a flexible insulated layer, and having a bottom portion, a top portion, and a sidewall member;

said sidewall member having a leading portion, a trailing portion and left and right hand side portions;

said leading, trailing and left and right hand side portions extending between said top and bottom portions;

said portions of said soft shell wall structure co-operating to define therewithin an insulated compartment;

said top portion including a lid, said lid being moveable to an open position to give access to said insulated compartment;

said sidewall member having a height and a breadth, said height being greater than said breadth, and said trailing portion being arcuate when viewed from above;

a liner mounted within said compartment to receive objects introduced when said lid is in said open position, said liner being moveable to an inverted position to facilitate washing thereof;

a lifting member attached to said sidewall member; and

a secondary wall structure mounted to said trailing portion of said sidewall member, said secondary wall structure standing outwardly of said trailing portion of said sidewall member and defining an auxiliary compartment therewithin, said secondary wall structure having an auxiliary compartment closure member operable to give access to said auxiliary compartment.

5. The pack according to claim 4, wherein said sidewall member has an upper margin and an external peripheral reinforcing band that extends about said sidewall member adjacent to said upper margin.

6. The pack according to claim 4, wherein said pack further comprises an external peripheral reinforcing band that extends about said sidewall member adjacent to said bottom portion of said flexible soft shell wall structure.

7. The pack according to claim 4, wherein:

said sidewall member has an upper external peripheral reinforcing band and a lower external peripheral reinforcing band;

said upper reinforcing band extends about said sidewall member adjacent to said top portion; and

said lower reinforcing band extends about said side wall member adjacent to said bottom portion of said flexible soft shell wall structure.

8. The pack according to claim 4, wherein said flexible soft shell wall structure has an outer layer made of polyester fabric.

9. The pack according to claim 4, wherein said lid has a carrying handle attached to said lid.

10. The pack according to claim 4, further comprising a closure member operable to secure said lid in a closed position relative to said insulated compartment.

11. The pack according to claim 10, wherein said lid has a hingedly mounted edge and said closure member is a tracked fastener mounted peripherally to said lid opposite to said hingedly mounted edge.

12. The pack according to claim 11, wherein said tracked fastener is a zipper.

13. The pack according to claim 4, wherein:

said lid is moveable to a closed position relative to said insulated compartment;

said lid has an inside surface facing said insulated compartment when said top portion is in said closed position and has a peripheral bead formed thereabout, said bead extending downwardly relative to said inside surface of said top when said top portion is in said closed position; and

said sidewall member has an upwardly extending peripheral bead formed thereabout, said upwardly extending bead standing in opposition to said downwardly extending bead of said lid when said lid is in said closed position.

14. The pack according to claim 13, wherein said inside surface of said lid is reflective.

15. The pack according to claim 4, wherein:

said leading portion has an upper region proximate to said top portion and a lower region proximate to said bottom portion of said flexible soft shell wall structure; and

said upper region of said leading portion has a lateral reinforcing band mounted thereto, said lateral reinforcing band extending between said left and right hand side portions of said sidewall member.

16. The pack according to claim 15, wherein said lifting member is attached to said upper region of said leading portion at an attachment location, said attachment location being reinforced by said lateral reinforcing band.

17. The pack according to claim 4, wherein:

said leading portion has an upper region proximate to said top portion and a lower region proximate to said bottom portion of said flexible soft shell wall structure; and

said lower region of said leading portion has a lateral reinforcing band mounted thereto, said extending between said left and right hand side portions of said side wall member.

18. The pack according to claim 4, wherein:

said leading portion has an upper region proximate to said top portion and a lower region proximate to said bottom portion of said flexible soft shell wall structure;

said upper region of said leading portion has an upper lateral reinforcing band extending between said left and right hand side portions of said sidewall members; and

said lower region of said leading portion has a lower lateral reinforcing band extending between said left and right hand side portions of said sidewall member.

19. The pack according to claim 4, wherein said lifting member includes a quick release fitting capable of bearing the weight of said pack.

20. The pack according to claim 19 further comprising an attachment member mounted to said leading portion of said sidewall structure, said attachment member being operable to inhibit swaying of said pack about said quick release fitting.

21. The pack according to claim 20, wherein said attachment member is a cinch strap.

22. The pack according to claim 21, wherein said cinch strap has ends mounted to said leading portion of said sidewall member, and vertical left hand and right hand root reinforcements attached to said ends and to said leading portion of said sidewall member.

23. The pack according to claim 4 further comprising left hand side and right hand side lifting fittings mounted, respectively, to said left hand side and said right hand side portions of said side wall member.

24. The pack according to claim 4, wherein said side wall member has a side pocket mounted externally thereon.

25. The pack according to claim 24, wherein said side pocket is a see-through pocket having a web meshing.

26. The pack according to claim 24, wherein said side pocket has a leading edge, a trailing edge and an access lip extending therebetween, wherein said trailing edge is shorter than said leading edge.

27. The pack according to claim 4, wherein said auxiliary compartment has a pocket mounted externally thereon.

28. The pack according to claim 27, wherein said external pocket of said auxiliary compartment has mesh webbing and a sliding closure member operable to control access to said pocket.

29. The pack according to claim 28, wherein said auxiliary compartment pocket has a horizontal upper margin and said sliding closure member is a zipper running along said upper margin.

30. The pack according to claim 4, wherein:

said auxiliary compartment has a first internal receptacle of a size for receiving a telephone handset, and a second internal receptacle of a size for receiving a wallet; and

said first internal receptacle has an opening, a flap and a hook and eye fabric closure member, said closure member being operable to secure said flap over said opening of said internal receptacle.

31. The pack according to claim 30, wherein said auxiliary compartment includes a key holder; said key holder having a lanyard secured to said auxiliary compartment.

32. The pack according to claim 4, wherein said insulating compartment has a thermal transfer medium holder mounted therewithin.

33. The pack according to claim 4, wherein:

said auxiliary compartment has a left side wall and a right side wall, said left and right side walls extending away from, said trailing portion of said sidewall member, and an auxiliary compartment trailing wall extending between said left and right hand side walls;

said trailing wall portion has an upper region and a lower region; and

said upper region of said trailing wall has an upwardly extending flap, said flap having a detachable margin moveable to an open position to give access to said auxiliary compartment, said flap having an upper margin, a left hand side margin, and a right hand

side margin forming an inverted U-shaped boundary along which said auxiliary compartment closure member is mounted.

34. The pack according to claim 33, wherein said auxiliary compartment closure member includes a horizontal hook and eye fabric closure member mounted along said upper margin of said flap, said hook and eye fabric closure member being operable to attach said upper margin to said trailing portion of side wall member.

35. The pack according to claim 34, wherein said flap has zippering along said left and right hand side margins.

36. A cooler comprising:

a top, a bottom, and an insulated sidewall extending between said top and said bottom to define an insulated compartment therewithin;

said sidewall having a height, and a breadth, said height being greater than said breadth;

said sidewall having a first portion and a second portion, said second portion being arcuate, said first and second portions of said sidewall being connected in a manner such that said sidewall has a D-shaped cross-section;

said top being attached to said first portion of said sidewall;

said top being attached to said second portion of said sidewall by a releasable fastener, said releasable fastener being operable to permit said top to move to an open position relative to said insulated compartment.

37. The cooler according to claim 36 further comprising:

a secondary wall structure mounted to said arcuate portion of said sidewall, said secondary wall structure defining an auxiliary compartment therewithin;

said secondary wall structure having first and second side portions extending vertically along, and standing outwardly of, said arcuate portion of said sidewall;

said secondary wall structure having an intermediate wall extending between said first and second side portions of said secondary wall structure; and

said intermediate wall having a lower portion and an upper portion; said upper portion having a flap, said flap being releasable along margins thereof to give access to said auxiliary compartment.

38. The cooler according to claim 37, wherein said lower portion of said intermediate wall of said secondary wall structure has a first region attached to said arcuate portion of said sidewall and extending away therefrom and a second region extending upwardly from said first region toward said flap.

39. The cooler according to claim 38, wherein said lower portion of said intermediate wall has a pocket mounted thereto.

40. The cooler according to claim 39, wherein said intermediate wall pocket has a see-through, mesh webbing and a horizontal closure member in the nature of a zipper, said zipper extending between said first and second side portions of said secondary wall structure.

41. The cooler according to claim 37, wherein said upper portion of said intermediate wall has a releasable closure member mounted along one of said margins of said flap, said closure member being operable to secure said flap in a closed position relative to said auxiliary compartment.

42. The cooler according to claim 41, wherein said intermediate wall closure member includes a zipper.

43. The cooler according to claim 37, wherein said flap has a left hand side margin, a right hand side margin, and an upper margin extending between said left and right hand side margins; said flap has a hook and eye fabric closure member, a left hand side closure member and a right hand side closure member; wherein said hook and eye fabric closure member is operable to attach said upper margin of said flap to said arcuate portion of said sidewall; and said left hand side and right side closure members are operable to secure, respectively, said left hand side margin and right hand side margin of said flap in closed positions relative to said auxiliary compartment.

44. The cooler according to claim 43, wherein said left hand side and said right hand side closure members comprise zippers.

45. The cooler according to claim 36, wherein said sidewall has an upper margin adjacent to said top, and a lower margin adjacent to said bottom, and a first web band is mounted peripherally about said sidewall adjacent to said upper margin thereof, and a second web band is mounted peripherally about said sidewall at said lower margin thereof adjacent to said bottom.

46. The cooler according to claim 36, wherein said cooler further comprises a liner mounted inwardly of said sidewall, said liner having a peripheral margin defining an opening thereof, said peripheral margin of said liner being mounted to said sidewall, said liner being positionable within said sidewall to contain objects introduced through said opening, and said liner being moveable to an inverted position, and, in said inverted position, said peripheral margin of said liner remaining attached to said sidewall and a portion of said liner extending outside said insulated compartment to facilitate washing thereof.

47. The cooler according to claim 36, wherein:

said top is moveable to a closed position relative to said insulated compartment;

said top has an internal surface facing said insulated compartment when said top is in said closed position and has a peripheral bead formed thereabout, said bead extending downwardly relative to said inside surface of said top when said top is in said closed position; and

said sidewall has an upper margin adjacent to said top, said upper margin having a peripheral bead formed thereabout, said bead standing in opposition to said downwardly extending bead of said top when said top is in said closed position.

48. The cooler according to claim 47, wherein said internal surface of said top is reflective.

49. The cooler according to claim 36, wherein said top releaseable fastener is a tracked fastener in the nature of a zipper.

50. The cooler according to claim 65, wherein said top has a handle mounted thereon and is moveable to a closed position relative to said insulated compartment; and when said top is in said closed position, said cooler can be carried by said handle.

51. The cooler according to claim 36, wherein:

said sidewall is cylindrical;

said first portion of said sidewall is a leading portion of said sidewall;

said second portion of said sidewall includes a trailing portion, a right hand side portion and a left hand side portion of said sidewall; and

said sidewall has at least one lifting member attached thereto.

52. The cooler according to claim 51, wherein said cylindrical sidewall has a lifting member attached to said leading portion of said cylindrical sidewall.

53. The cooler according to claim 52, wherein said leading portion lifting member includes a quick release fitting by which said cooler can be attached to, and suspended from, another object.

54. The cooler according to claim 52, wherein said cylindrical sidewall has a fastener member mounted to said leading portion of said cylindrical sidewall; said fastener member being operable to inhibit swaying of said cooler relative to said quick release fitting when suspended thereby.

55. The cooler according to claim 51, wherein said cylindrical sidewall has left hand side and right hand side lifting members attached, respectively, to said left hand side portion and right hand side portion of said cylindrical sidewall.

56. A cooler comprising:

a bottom, and a flexible insulated sidewall extending upwardly of said bottom to define an insulated compartment therewithin, said sidewall having an upper margin distant from said bottom;

said bottom having, in plan view, a D-shaped periphery;

said sidewall having a lower margin mating with said D-shaped periphery of said bottom;

said upper margin having a first portion, and a second portion opposed to said first portion, said second portion being arcuate;

said sidewall having a height and a breadth, said height being greater than said breadth; and

a top attached to said first portion of said upper margin, said top being moveable to an open position to permit objects to be placed in said insulated compartment.

57. The cooler according to claim 56, wherein:

said cooler further comprises a liner mounted to said sidewall, said liner being positionable within said insulated compartment;

said liner being impermeable to liquids and being moveable to an inverted position; and

in said inverted position, a portion of said liner extends outside said compartment to facilitate washing thereof.

58. The cooler according to claim 56, wherein said cooler further comprises:

a secondary wall structure mounted to said arcuate portion of said sidewall, said secondary wall structure defining an auxiliary compartment therewithin;

said secondary wall structure having first and second side portions extending vertically along, and standing outwardly of, said arcuate portion of said sidewall;

said secondary wall structure having an intermediate wall extending between said first and second side portions of said secondary wall structure;

said intermediate wall having a lower portion and an upper portion; said upper portion having a flap, said flap being releasable along a margin thereof to give access to said auxiliary compartment.

58. The cooler according to claim 56, wherein said top has a handle mounted thereon, and, when said top is in a closed position, said cooler can be carried by said handle.

59. The cooler according to claim 56, wherein:

said top is moveable to a closed position relative to said insulated compartment;

said top has an inside surface facing said insulated compartment when said top is in said closed position, and has a peripheral bead formed thereabout;

said bead extends downwardly relative to said inside surface of said top when said top is in said closed position; and

said upper margin has an upwardly extending peripheral bead formed thereabout, said upwardly extending bead standing in opposition to said downwardly extending bead of said top when said top is in said closed position.

60. The cooler according to claim 56, wherein said top has a reflective surface, said reflective surface facing inwardly relative to said insulated compartment when said top is moved to a closed position relative to said insulated compartment.

61. The cooler according to claim 56, wherein said cooler has a girth reinforcement extending thereabout adjacent to said upper margin thereof.

62 The cooler according to claim 56, wherein said sidewall has a girth reinforcement extending about said cylindrical sidewall adjacent to said lower margin.

63. The cooler according to claim 56, wherein said sidewall has a first girth reinforcement extending about said cylindrical sidewall adjacent to said lower margin, and a second girth reinforcement extending about said cylindrical sidewall adjacent to said upper margin.

64. The cooler according to claim 56, wherein said sidewall has a first, leading portion and a second, trailing portion, said trailing portion being arcuate when viewed from above, and a lifting member is mounted to said leading portion.

65. The cooler according to claim 64, wherein a second lifting member is also attached to said leading portion of said sidewall.

66. The cooler according to claim 65, wherein said first lifting member is mounted higher on said leading portion of said sidewall than said second lifting member.

67. The cooler according to claim 66, wherein said first lifting member is a quick release hook, and said second lifting member is a cinch strap.

68. The cooler according to claim 56, wherein said sidewall has a leading portion and a trailing portion, said trailing portion has first and second side regions, and a pocket mounted to said first side region.

69. The cooler according to claim 68, wherein said pocket has a slanted opening.

70. The cooler according to claim 68, wherein said pocket has a see through mesh web member.

71. The cooler according to claim 56, wherein:

said sidewall has, when seen from above, an arcuate portion, said arcuate portion extending between upper and lower margins; and

a secondary wall structure is mounted to said arcuate portion of said sidewall, defining an auxiliary compartment therewithin.

72. The cooler according to claim 71, wherein:

said secondary wall structure has first and second side portions extending vertically along, and standing outwardly of, said arcuate portion of said cylindrical wall;

said secondary wall structure has an intermediate wall extending between said first and second side portions of said secondary wall structure; and

said intermediate wall has a lower portion and an upper portion; said upper portion has a flap, said flap being releasable along a margin thereof to give access to said auxiliary compartment.

73. The cooler according to claim 72, wherein a pocket is mounted to said lower portion of said intermediate wall of said secondary wall structure.

74. The cooler according to claim 72, wherein said pocket has a horizontal uppermost edge.

75. The cooler according to claim 72, wherein said pocket has a zipper mounted along said uppermost edge.

76. The cooler according to claim 72, wherein said pocket includes a see-through mesh web.